

Bachelor in Business Administration (Hons)

Programme Objectives:

The Three-year Bachelor in Business Administration (Hons) / (BBA Hons) programme is designed to provide a pool of talented young aspiring executives/managers who are thoroughly trained in Foundations, Analytical Skills, and Perspectives in industrial, commercial, and services sectors. A perfect blend of analytical skills, and a thorough understanding of the practical aspects of industrial, and commercial, services make the students of this programme a class apart from other graduates.

This BBA (Hons) programme's aim is:

- To inculcate in students the notion of both theories and practice of the changing workplace framework.
- To develop students' abilities to effectively analyze and apply the concepts and principles to real problems and opportunities.
- To synthesize solutions on both individualistic and in teamwork.
- To equip students to continue to acquire more knowledge and good relationship building in the globalized business environment.
- To have a broad overview of the current practices vs the traditional way of managing an organization.
- To equip students on the emerging technologies that support, sustain, and innovate businesses in the new normal.
- Have an insight on theories and practical aspects of modern workplace post covid era. To develop the notion of how to work, manage and deal with people in an organization.
- To allow students to develop their qualitative and quantitative skills.
- To develop the core competencies in financial accounting for implementation in business.
- To provide students with the insights of the legal framework of both labour laws and company law in practice at the workplace.
- To enhance the business communication skills of students.
- To give students an insight of the essence of service quality in organization.

- Design and implement a system or process to improve organizational performance, by eliminating gaps and wastage and to focus on the essence of continuous improvement.
- Conduct experiments and collect, analyse, and interpret the data.
- For students to have a good knowledge of the essence of corporate social responsibility and to be an ethical citizen.
- To equip student with a more strategic feel of the business management.
- To give students the essence of corporate entrepreneurship for the start-up and growth of a venture of their own.
- To promote students to go for higher tertiary education after the bachelor's degree is over.
- To develop critical thinking and critical realism abilities.
- To further develop proficiency in business communication.
- To provide students the general and specialized abilities they need to run any organization's daily operations and business.
- To Interact in industry, business and society in a professional and ethical manner.
- To Continue professional development and learning as life-long activity.

Total Number of Credits: 109

Duration of the Programme: 3 years

Entry Criteria of the Programme:

AIHE respects the academic entry requirements set by the local authorities.

For the BBA (Hons) programme, the entry requirement shall not be less than the following:

- (1) Admission to the BBA (Hons) Degree Programme has the following requirements for Local Students / Residents:

Either pass in

Two (2) subjects at A-level and two (2) subjects at Advanced Subsidiary / Subsidiary level at the Higher School Certificate (HSC) Examination

Or Pass in

Three (3) subjects at A-level and one (1) subject at Advanced Subsidiary / Subsidiary level at the Higher School Certificate (HSC) Examination

Or Pass in

3 subjects at A-level at the London General Certificate Examination

Or Pass in

The IGCSE and the International Baccalaureate (IB)

Or Pass in

Qualifications awarded by other Universities and Institutions, which have been approved by the Senate of AIHE, as satisfying the minimum requirements for admission.

OR

Special Admission and Mature Applicants: An applicant of minimum 23 years old, may be admitted with a pass at School certificate and with minimum of 3 years' experience in a related field for any undergraduate or honours programme.

(2) Admission to the BBA (Hons) Degree Programme has the following requirements for international students:

Either Pass in

Two (2) subjects at A-level and two (2) subjects at Advanced Subsidiary / Subsidiary level at the Higher School Certificate (HSC) Examination

Or Pass in

Three (3) subjects at A-level and one (1) subject at Advanced Subsidiary / Subsidiary level at the Higher School Certificate (HSC) Examination

Or Pass in

3 subjects at A-level at the London General Certificate Examination

Or Pass in

The IGCSE and the International Baccalaureate (IB)

Or Pass in

Qualifications awarded by other Universities and Institutions, which have been approved by the Senate of AIHE, as satisfying the minimum requirements for admission.

Or Pass in

Grade 12 Certificates/Higher Secondary School Certificate from other countries.

English Proficiency:

International Applicants whose medium of instruction at HSC or equivalent level is not English must provide evidence of their English language proficiency. The level required for study for an undergraduate degree course is IELTS 5.0 or its TOEFL equivalent. The requirement to provide TOEFL/IELTS score may be waived for students whose medium of instructions for the qualifying level was English.

Below is the equivalence country qualification of some of our students.

Qualification Country	Equivalence
Zimbabwe	GCE A Level
South Africa	National Senior Certificate
Uganda	Uganda Advanced Certificate Education
Ghana	West African Senior School Certificate Examination (WAEC)
Nigeria	West African Senior School Certification Examination (WAEC)
Kenya	Kenya Certificate of Secondary Education

India	Senior School Certificate examination
Madagascar	Baccalaureate Terminal

NOTE: The Dean of the Faculty/Registrar of AIHE may require an applicant for admission to appear for an Interview.

Modules Outline:

Year 1:

Semester: 1

Module Code: MGT 101

Module Name: Principles of Management

Credits: 04

Module Brief:

The module will equip the student on the basic operations of the core functional areas of a business and how they operate within the value chain. Students will be taught the basic principles of management: Planning, organizing, leading and control. Moreover, the student will be taught how the various environmental factors affect business and management practices. Ethical dilemmas faced by the managers and business will also be explained from both national and international perspectives.

Year: 1

Semester: 1

Module Code: MGT 102

Module Name: Introduction to Accounting and Finance

Credits: 04

Module Brief:

The module will equip the student on the context and purpose of financial reporting. Student will learn how to make use of double entry and accounting systems. They will be taught have to do a trial balance (including identifying and correcting errors) for incorporated and unincorporated entities (sole trader, partnership, public limited, private limited companies etc).

Year: 1

Semester: 1

Module Code: MGT 103

Module Name: Business Communication

Credits: 04

Module Brief:

The module will equip the student on the importance of various business communication tools used in the workplace. Key concepts of business communication and the communication process will be taught in-depth to the students with focus on the types of audiences and their preferences. Preparing well-formatted Business Reports, Business Presentations, Business Letters and Professional CVs will also be taught to the students.

Moreover, Students will also be taught on how to tackle business communication problems for a good working environment.

Year: 1**Semester: 1****Module Code: MGT 104****Module Name: Basic Computer Application****Credits: 04****Module Brief:**

The module will equip the student with basic understanding of the computer peripherals and topologies used. Moreover, the student will be expose to various interdisciplinary management concepts and fundamentals concepts with theoretical focus during the module delivery. Contemporary issues in management will also be discussed.

Year: 1**Semester: 2****Module Code: MGT 201****Module Name: Organization Behaviour****Credits: 04****Module Brief:**

The module will equip the student with basic concepts, theories, and techniques in the field of human behaviours at the individual, group, and organizational levels in the changing global scenario. The course must be taught using case study method.

Year: 1**Semester: 2****Module Code: MGT 202****Module Name: Marketing Fundamentals****Credits: 04****Module Brief:**

The module will equip the student with the basic marketing concepts within the various business orientations. The student will be able to understand the nature of the market and how this influences the customer's behaviour. Marketing mix strategies (4P's) and the various marketing tools will be taught to the students.

Year: 1

Semester: 2

Module Code: MGT 203

Module Name: Business Maths & Statistics

Credits: 04

Module Brief:

The module will equip the students with all the basic mathematical and statistical concepts for its application in the business world.

Year: 1

Semester: 2

Module Code: MGT 204

Module Name: Economics for Managers

Credits: 04

Module Brief:

The module will equip the students on the basic concepts of microeconomics and macroeconomics, and these are applied to the real-world situations. Students will be taught on how households (demand) and business (supply) interact in various market structures to determine the price and quantity of goods produced in graphical form.

Year: 2

Semester: 1

Module Code: MGT 301

Module Name: Marketing Management

Credits: 04

Module Brief:

The module will equip the students with the important aspects of marketing in businesses. Students will be taught on how to apply the knowledge of market research, design marketing mix strategies (7Ps), apply effective decision-making techniques in all kinds of

business/market environments. The module will also allow the student to align the marketing strategies to match customers' expectations and retaining customers.

Year: 2

Semester: 1

Module Code: MGT 302

Module Name: Human Resource Management

Credits: 04

Module Brief:

The module will equip the students with an understanding of the keys aspects of human resources and their relationships at the workplace. Various HR functions like recruitment, selection, performance appraisal, training and development, compensation and benefit, trade unionism and Global HR management.

Year: 2

Semester: 1

Module Code: MGT 303

Module Name: Business Law and Legal Framework

Credits: 04

Module Brief:

The module will equip the student in understanding the key legal principles of business law and how to deal with the problems associated with business transactions. A reflection on current legal issues will be investigated upon. Students will also be taught on the different legal arenas like business contracts, torts, business / financial crimes and intellectual property rules applicable thereto using appropriate legal terminology. On the other side, the student will also get an understanding of the concept of company incorporation processes.

Year: 2

Semester: 1

Module Code: MGT 304

Module Name: Management Information System

Credits: 04

Module Brief:

The module will equip students on the notion of persistent file storage, techniques for data organisation, relational database management systems, distinguish between meta data and its concepts of keys. Moreover, students will be taught how to apply the knowledge gained through this module to real world problems.

Year: 2

Semester: 2

Module Code: MGT 401

Module Name: Operations Management

Credits: 04

Module Brief:

The module will equip the students to understand the business process and analyse their operations for continuous improvement. Students will be taught the notions of production planning, resource management, applying the concept of SWOT, PESTEL, ANSOFF Matrix and so on for good operations management. Student will also be taught the essence of portfolio analysis. Special operations tools used in management will also be taught to the student like Process re-engineering, SIX SIGMA, Lean management and many more.

Year: 2

Semester: 2

Module Code: MGT 402

Module Name: Management Accounting

Credits: 04

Module Brief:

The module will equip the student to understand the financing choices, short term and long term, available to a firm by way of forecasting financial statements. Sources of finance, mounting budgetary forecasts, management of cash work and carry out an advanced capital investment appraisal will be taught in the module.

Year: 2

Semester: 2

Module Code: MGT 403

Module Name: Research Methodology in Management

Credits: 04

Module Brief:

The module will equip the student with an extend and deepened understanding of the different research approaches and methodologies (qualitative, quantitative, and mixed methodology) in the broad range of management disciplines.

Year: 2

Semester: 2

Module Code: MGT 404

Module Name: Corporate Entrepreneurship and Business Development

Credits: 04

Module Brief:

The module will equip the student to develop and strengthen the entrepreneurial quality, i.e., motivation or need for achievement. Analysis of the environmental set up relating to small industry and small business. Student will be acquainted to the selection of the product, doing the formulation of the product proposal. The student understands the process and the procedure involved in setting up a small enterprise.

Year: 3

Semester: 1

Module Code: MGT 501

Module Name: Corporate Social Responsibility

Credits: 04

Module Brief:

The module will equip the student on the understanding of human rights standards for better managing business/multinational companies. Human Rights strategies in global context and self-regulatory initiatives will be taught to the students. The student will also be equipped with all the tools to meet challenges proactively. Special reporting, communications processes to remain globally competitive will also be taught in the module to assist key stakeholders.

Year: 3

Semester: 1

Module Code: MGT 502

Module Name: Services Marketing

Credits: 04

Module Brief:

The module will equip the student with the importance of quality service during marketing encounter. The unique challenges involved in managing services and marketing services are highlighted to the students. The student will be taught how to understand the key issues required in managing customer satisfaction and service quality. Key highlights will also be demonstrated in how to recognize the role of employees (and often customers) in service delivery, customer satisfaction and service quality management practices.

Year: 3

Semester: 1

Module Code: MGT 503

Module Name: Financial Services

Credits: 04

Module Brief:

This module displays the key knowledge of how financial services and industries operate both at national and international level. The key banking aspects, activities and banking management objectives are explained. The basic issues underlying the investment business, and the funds management industry are taught to the students. Finally, the students will be able to evaluate financial products and strategies offered by the variety of financial services institutions for suitability and appropriateness in meeting consumer needs.

Year: 3

Semester: 1

Module Code: MGT 504

Module Name: Organizational Development and change

Credits: 04

Module Brief:

The module will provide an extensive view of how any organization is affected by change and how managers are able to cope with this effect to maintain organizational citizenship. On successful completion of this module the student will be expected to be able to display in-depth knowledge about the principles of organizational development. He/she will be able to explain the foundations of organisational development and transformation paradigm. He/she will be able to solve a business problem from an organizational development perspective by applying change models in an organization for development. Lastly, an understanding of the fundamental interventions in Change Management will also be taught in the module to successfully implement guidelines and policies for change management initiatives.

Year: 3

Semester: 2

Module Code: MGT 601

Module Name: Strategic Management

Credits: 04

Module Brief:

This module will equip the student with knowledge of how to identify and recognise the various levels at which strategic decision making happens in an organization. Moreover, the student will be able to discuss and define the factors that shape the firm on a sustainable basis and develop an environment appraisal that will lead to formulation of strategic plans. Furthermore, the student will be able to analyse the suitability of strategies that firms have developed in the real-world scenario to achieve valuable outcomes.

Year: 3

Semester: 2

Module Code: MGT 602

Module Name: Strategic Human Resources Management

Credits: 04

Module Brief:

This module allows students to get more Indepth knowledge about management of Human Resources / Human Capital from a broader perspective. The notion of sustainable and long-term HR is embedded in the curriculum to allow the student to also have an exposure to the international area of workplace management. On successful completion of this module the student will be expected to able to display the below knowledge of (i) Identify the main HRM Functions and operations (ii) Identify the link between HR Functions and organizational strategies, culture, and structures (iii) Demonstrate awareness of the different context impacting HRM function and operation and finally (iv) Exhibit behaviour to working in a cross-cultural organization, and demonstrate enhanced competence in decision making, group leadership, critical thinking and team playing at workplace.

Year: 3

Semester: 2

Module Code: MGT 603

Module Name: Digital Marketing

Credits: 04

Module Brief:

With the increasing demand of technology in the business world, especially the marketing sector, this module has been added to allow the student to display the below knowledge of hands-on techniques on the core components of Digital Marketing. The primary objective of this module is to examine and explore the role and importance of digital marketing in today's rapidly changing business environment.

Year: 3

Semester: 2

Module Code: MGT 604

Module Name: Project Management

Credits: 04

Module Brief:

The module will equip the students on the basic concepts and definitions associated to project initiation and project management. The students will learn about the constraints of scope, time and cost; the functional knowledge areas associated with project management and the phases

of a project whereby they will also learn about the skills and tools used to integrate all the knowledge areas throughout a project's lifecycle.

Dissertation

Year: 3

Semester: Starts as from Semester 5 to be submitted in Semester 6

Module Code: DISUG

Module Name: Dissertation

Credits: 09

Module Brief:

The dissertation provides students with the opportunity to enable them to strengthen and develop their research skills and techniques and apply theoretical concepts. Students are required to choose a suitable area of study and demonstrate a deep understanding of the topic based upon a range of literature/ideas to master the subject they have chosen. At postgraduate level, they also need to demonstrate research skills.